Please replace the sentence beginning at page 48, lines 21-27, with the following rewritten sentence:

The embodiment of the invention shown in FIGS. 6A, 6B, 6C, and 6D facilitates interaction between the primary content provider site 602 and the secondary content provider site 601 to enable a secondary content provider to easily and flexibly provide content to a primary content provider in a manner that enables both the primary and secondary content providers to exercise control over the provision of content.

IN THE CLAIMS

Please amend claim 66 as follows:

66. (Amended) A method for monitoring a display of content by a computer system, comprising:

monitoring the position of the content display on a display screen of the computer system; and

evaluating the position of the content display on the display screen to produce monitoring information regarding display of the content.

Please add the following claims:

182. An automated system for monitoring display of content on a display screen at a content display site in order to produce monitoring information regarding the display of the content, wherein at least a portion of the content is received by the content display site via the Internet from a content provider site.

183. The automated system of claim 182 further arranged to electronically transmit the monitoring information to a monitoring site.

184. The automated system of claim 183 wherein a program to produce the monitoring information is received at the content display site from a program supply site.

185. The automated system of claim 184 wherein the content display site and the program supply site are the same site.

186. The automated system of claim 184 wherein the content provider site and the monitoring site are the same site.

187. The automated system of claim 184 wherein the content provider site and the program supply site are the same site.

188. The automated system of claim 184 wherein the monitoring site and the program supply site are the same site.

189. The automated system of claim 184 wherein the content provider site, the monitoring site, and the program supply site are the same site.

190. The automated system of claim 182 wherein the content has a position on the display screen, and wherein the monitoring information includes data about the position of the content on the display screen.

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191. The automated system of claim 182 wherein the monitoring information includes data about whether at least a portion of the content is occluded.

192. The automated system of claim 191 wherein the monitoring information includes data about the duration of the occlusion.

193. The automated system of claim 182 wherein the monitoring information includes data about the duration of non-occlusion of the content.

194. The automated system of claim 182 wherein the monitoring information includes data about a cursor being positioned over the content on the display screen.

195. The automated system of claim 182 wherein the monitoring information includes data about the duration that the content is displayed on the display screen.

196. The automated system of claim 182 wherein the monitoring information includes data about selection of a hyperlink within an area of the content.

197. The automated system of claim 182 wherein the monitoring information includes demographic information.

198. The automated system of claim 182 wherein the monitoring information includes data about whether at least a portion of the content is invisible to a user.

199. The automated system of claim 198 wherein the monitoring information includes data about the duration of the invisibility.

200. The automated system of claim 182 wherein the monitoring information includes data about the duration of visibility of the content to a user.

201. An automated system for monitoring display of a part of content on a display screen at a content display site in order to produce monitoring information regarding the display of the content part, wherein at least a portion of the content is received by the content display site via the Internet from a content provider site.

202. The automated system of claim 201 wherein the content part is an advertisement.

203. The automated system of claim 201 wherein the content part is an ad banner.

204. The automated system of claim 201 wherein the content part is a gif file.

205. The automated system of claim 201 wherein the content part is a text entry made by a user.

206. The automated system of claim 201 wherein the content part is video content.

207. The automated system of claim 201 wherein the content part is audio content.

208. The automated system of claim 201 further arranged to electronically transmit the monitoring information to a remote monitoring site.

209. The automated system of claim 208 wherein a program to produce the monitoring information is received at the content display site via the Internet from a remote program site.

210. The automated system of claim 209 wherein the remote monitoring site and the remote program site are the same remote site.

211. The automated system of claim 209 wherein the content provider site and the remote monitoring site are the same site.

212. The automated system of claim 209 wherein the content provider site and the remote program site are the same site.

213. The automated system of claim 209 wherein the content provider site, the remote monitoring site, and the remote program site are the same site.

214. The automated system of claim 201 wherein the content part has a position on the display screen, and wherein the monitoring information includes data about the position of the content part on the display screen.

215. The automated system of claim 201 wherein the monitoring information includes data about whether the content part is occluded.

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216.   The automated system of claim 215 wherein the monitoring information includes data about the duration of the occlusion.

217.   The automated system of claim 201 wherein the monitoring information includes data about the duration of non-occlusion of the content part.

218.   The automated system of claim 201 wherein the monitoring information includes data about a cursor being positioned over the content part on the display screen.

219.   The automated system of claim 201 wherein the monitoring information includes data about the duration that the content part is displayed on the display screen.

220.   The automated system of claim 201 wherein the monitoring information includes data about selection of a hyperlink within an area of the content.

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221. The automated system of claim 201 wherein the monitoring information includes demographic information.

222. The automated system of claim 201 wherein the monitoring information includes data about whether the content part is invisible to a user.

223. The automated system of claim 222 wherein the monitoring information includes data about the duration of the invisibility.

224. The automated system of claim 201 wherein the monitoring information includes data about the duration of visibility of the content part to a user.

225. A method of collecting information about content being displayed on a display screen at a content display site, wherein at least part of the content is received at the content display site from a content provider site via the Internet, the method comprising:

providing the content to a content display monitor at the content display site, wherein the content display monitor is arranged to monitor a display of the content at the content display site in order to produce monitoring information regarding the display of the content; and,

receiving the monitoring information from the content display site at a site remote from the content display site.

226. The method of claim 225 wherein the content display monitor is provided by the remote site.

227. The method of claim 226 wherein the remote site is a web site.

228. The method of claim 225 wherein the content display monitor monitors the position of the content.

229. The method of claim 225 wherein the content display monitor monitors at least a part of the content.

230. The method of claim 225 wherein the content display monitor determines whether the content is at least partially occluded.

231. The method of claim 230 wherein the content display monitor determines the duration of the occlusion.

232. The method of claim 225 wherein the content display monitor determines the duration of non-occlusion of the content.

233. The method of claim 225 wherein the content display monitor generates data relating to a cursor being positioned over the content.

234. The method of claim 225 wherein the content display monitor monitors the duration that the content is displayed.

235. The method of claim 225 wherein the content display monitor monitors selection of a hyperlink within an area of the content.

236. The method of claim 225 wherein the content display monitor acquires demographic information.

237. The method of claim 225 wherein the content display monitor determines whether at least a portion of the content is invisible to a user.

238. The method of claim 237 wherein the content display monitor determines the duration of the invisibility.

239. The method of claim 225 wherein the content display monitor determines the duration of visibility of the content to a user.

240. The method of claim 225 wherein the receiving of the monitoring information from the content